

This year, offer your customer the book she'll read every day but still take a year to finish.



## The Virginia Slims 1977 Book of Days.

For the sixth straight year, Virginia Slims presents the most popular premium in the cigarette industry—the 1977 Book of Days.

Last year, almost a million women picked up and used the Book of Days every day. Repeat sales and new buyers will make the demand greater for 1977.

Your store is the place they can get it free with a carton purchase of Virginia Slims Regular or Menthol. The Book of Days promotion runs November 15 through December 17. So stock up on Virginia Slims and the attractive point-of-sale displays.

It all adds up to a full month of solid sales and profit for you.

The Virginia Slims 1977 Book of Days. Call your Philip Morris representative and schedule it now.



Another profit-making idea from Philip Morris USA.